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BFC, INK.™ CELEBRATES FAMILY FUN “TOP TEN TOY OF THE YEAR” WIN

Van Nuys, CA – October 13, 2009 –The girls from BFC, Ink.™ have a lot to be excited about! The BFC Ink.™ 18” doll line received a Top Ten Toy of the Year Award from *Family Fun Magazine*—making it the only doll line to receive an award this year. The magazine, which describes the line as “Beautiful Dolls at a Pretty Price” commended the myriad accessories that come with the articulated dolls, including extra outfits and an interactive journal.

“Our testers were first drawn to the 18-inch-tall, articulated BFC dolls because of their looks,” the magazine writes. “But when they saw the plethora of extras—two fashionable outfits, a version of the classic cootie-catcher game, and a journal that includes fun questionnaires—they became friends forever.”

The BFC, Ink.™ (Best Friends Club, Ink.™) launched in August 2009 with the goal of bringing a holistic doll-play experience to girls. The 18-inch doll line includes three girls: Kaitlin™, Addison™ and Calista™. The educational and interactive brand is also anchored by a series of books by Parragon Publishing, which follow five best friends as they find their way through life’s ups and downs, knowing they will always have friends by their side.

“We are delighted that *Family Fun*—which is the Oscars of toy awards—has bestowed this prestigious honor on the BFC, Ink. doll line,” said Isaac Larian, CEO of MGA Entertainment. “These awards, which are chosen by parents and kids, emphasize that the ideals of fun and friendship inherent in BFC, Ink. resonate with consumers.”

BFC, Ink.™ dolls are currently available at retailers nationwide. For more information on BFC, Ink.™ and other products, games and accessories available, please visit: <http://www.bfcink.com/>.

About MGA Entertainment, Inc.

MGA Entertainment, a consumer entertainment products company headquartered in Van Nuys, California, manufactures innovative lines of proprietary and licensed products including toys and games, dolls, consumer electronics, home décor, stationery and sporting goods. The MGA family includes such brands as the award-winning Little Tikes® brand, Moxie Girlz™, BFC, Ink.™, 4-Ever Kidz™, 4-Ever Lil Angelz™ and Rescue Pets®. MGA has also acquired worldwide licensing rights for Zapf Creation®. For more information please visit: www.mgae.com, www.moxiegirlz.com, www.littletikes.com, www.bfcink.com, www.myepets3D.com